

**In the Claims:**

*Please delete the word "Claims" and insert --What is claimed is:-- therefor.*

*Please amend the claims as follows:*

1.     *(original)* A printing device for printing sheet elements (2) that are serially fed to the printing device, in particular product labels made of temperature-sensitive paper or paper substitute materials, comprising at least two separate feed devices (3a, ..., 3f) for each liner strip (1) comprising the sheet elements (2), wherein each feed device (3a, ..., 3f) comprises a peeling-off device (4a, ..., 4f) for peeling the sheet elements (2) from the liner strip (1), and wherein the feed devices (3a, ..., 3f) are associated with a print head (5a, ..., 5f) with a thermal slat (6a, ..., 6f) for printing a sheet element supported by a counterpressure surface (7a, ..., 7f), and comprising an application device (8) for removing the printed sheet element from the print head (5a, ..., 5f) and for applying said printed sheet element to a product,  
**characterised in that** the counterpressure surface (7a, ..., 7f) forms part of the print head (5a, ..., 5f).
2.     *(original)* The printing device according to claim 1,  
**characterised in that** each feed device (3a, ..., 3f) is associated with a print head (5a, ..., 5f).
3.     *(currently amended)* The printing device according to claim 1 [[or 2]],  
**characterised in that** the feed devices (3a, ..., 3f) are arranged along a longitudinal path.
4.     *(currently amended)* The printing device according to claim 1 [[or 2]],  
**characterised in that** the feed devices (3a, ..., 3f) are arranged along a path in the shape of a graduated circle.

5. *(currently amended)* The printing device according to claim 4,  
**characterised in that** the application device (8) is arranged so as to be ~~centred~~  
centered within the path in the shape of a graduated circle.
6. *(original)* The printing device according to claim 2,  
**characterised in that** the feed devices (3a, ..., 3c) are arranged vertically, one  
on top of the other.
7. *(currently amended)* The printing device according to claim 6,  
**characterised in that** the application device (8) is embodied as a stamp that  
can be moved in a vertical direction.
8. *(currently amended)* The printing device according to claim 3 ~~[[or 4]]~~,  
**characterised in that** the application device (8) is a stamp that can be moved  
in a direction that is perpendicular to the longitudinal path.
9. *(original)* The printing device according to claim 1,  
**characterised in that** a single print head (5) is associated with the feed  
devices (3a, ..., 3c), of which there are several, and in that association of the  
print head (5a, ..., 5c) with the respective feed device (3a, ..., 3f) takes place via  
an adjustment device (9).
10. *(original)* The printing device according to claim 9,  
**characterised in that** the application device (8) is coupled to the adjustment  
device (9).
11. *(currently amended)* The printing device according to claim 8, ~~9, or 10~~,  
**characterised in that** the application device (8) and the adjustment device (9)  
can each be moved independently from each other along a single axis.
12. *(currently amended)* The printing device according to claim 8, ~~9, or 10~~,  
**characterised in that** an additional application device removes the labels from

the feed devices (3a, ..., 3f) and feeds them to a print head (5).

13. *(currently amended)* The printing device according to ~~any one of the preceding~~  
~~claims~~claim 1,  
**characterised in that** the application device is operated pneumatically,  
hydraulically or electrically.
14. *(currently amended)* The printing device according to ~~any one of the preceding~~  
~~claims~~claim 1,  
**characterised in that** the application device can be moved along multiple axes  
or in a rotary manner.